ABSTRACT

Commercials are recommended for insertion into audio and/or video programs. A two-step linking between the user (205) and a set of commercials (260, 262, 264, 266) is

5   provided. A preference score indicates how much the user likes each of the programs (210, 212, 214, 216, 218). This can be achieved, e.g., using a program recommender (160). A commercial classifier (170) uses the advertiser's knowledge to provide a correlation factor that indicates an effectiveness of a commercial relative to a program. An effectiveness metric (E) may be obtained for each commercial that indicates the effectiveness of the

10   commercial relative to the specific user by summing, over each program, a product of the preference score and the correlation factor.